***Radio Copy – AA02243**

we should ask what MDS considers an "appropriate sound effect"

:30 spot
(Music and appropriate SFX, OVER and UNDER)

ANNCR:	**Attention light cigarette smokers! If you are between twenty-one and sixty-five years old and smoke light cigarettes, call MDS Pharma Services to find out how you can earn up to three thousand seven hundred dollars. If you are a light cigarette smoker and you are ready to earn up to three thousand seven hundred dollars, MDS Pharma Services needs your help!**
STATION PRODUCED	

ANNCR: Call us at 800-609-7297. That's 800-609-7297. MDS Pharma Services, Together, we're making lives better.

Is this MDS's tag?

Source: https://www.industrydocuments.ucsf.edu/docs/yzkj0001